

Callahan Advisory Board Minutes for April 22, 2015

- I. **Call to Order:** Julie called the meeting to order at 10:05 a.m.
Present were Diane Beerline, Julie Kammer, Kristen Kinard, Kathy Korpela, Karen Kruse, Deepa McCauley, Shirley Noreen and Karen Roney. Donna Bresee was not present.
- II. **Minutes from March 25th 2015:** Minutes were read, discussed and approved.
- III. **Correspondence:** None.
- IV. **House Manager's Report**
 - A. *House Statistics*
 1. There were 20 events in April: 2 City, 12 Clubs, 2 revenue generating, 0 final walkthroughs, 3 Facility showings, and one other event. 1 event was catered and served 8 guests. The City value was \$345.00 and the Club value \$2,928. A total of 153 guests were welcomed.
 2. Three new revenue events were booked for 2015. Inquiries were at 8 phone, 15 email, and no walk-ins. 2015 now has 26 events booked.
 - B. *Maintenance & Facility Updates*
 1. The back porch step was repaired.
 2. Kathy and the house staff are working on deep cleaning projects, including washing and re-hanging the lace curtains, in preparation for the summer season.
 3. Facilities completed minor repairs to the exterior paint.
 4. Recreation will take the old PA system, including the system board, microphones and CD player, to use at Sandstone Ranch.
 5. Kathy completed a capital request for furniture replacement in the amount of \$5,200 for the year 2020. Kathy is working on a separate capital request for additional electrical for the house to support new appliances in the future, as well as additional lighting in the garden.
 - C. *Events for May*

11 clubs will meet (3 of which meet on more than one occasion), Boulder Prep High School Fundraiser, Dedra Birzer – Mary Kay Makeovers & Mother/Daughter Photos, Rose Swansong & Jason Sherry Wedding Rehearsal and Ceremony, ArtWalk, and our Board

Meeting, equaling 20 events for April. Four of the events are revenue generating. Spice has 1 event to serve.

D. Event Updates & Administration

1. Kathy is reviewing the first pass on the RFQ for catering and will issue it by July 1st.
2. The ArtWalk sponsorship has been completed and paid for 2015.
3. New Events:
 - a. Blueprint Robotics Planning Meeting (4/23/15)
 - b. Blueprint Robotics Planning Meeting (4/24/15)
 - c. Linda Kopecky – Luncheon for Early Childhood Coalition/Nat'l League of Cities (4/28/15)
 - d. Dedra Birzer – Mary Kay Makeovers & Mother/Daughter Photos (5/3/15)

Three of the four New Events are revenue generating.

4. There were two event cancellations – the Jessica Evans & Jason Johnson Wedding Rehearsal (9/4/15), and the Ceremony and Reception (9/6/15).

E. Marketing

1. Kathy sent 378 emails for the Wedding Sites and Services leads. The new ad has been published online and the new magazine will be available in July.
2. Kathy met with Joanne McCoy and Sue Jacobson from the museum and recreation to discuss Community Services rental rates and policies. They are working on a rental facility guide.
3. Kathy created a free Callahan House page on The Knot wedding website.
4. Kathy updated the Callahan House page on the Wedding Spot website.
5. Kathy uploaded, tagged and created descriptions for all new pictures on Wedding Wire.
6. The navigation for the Callahan House web pages on the City's website has been agreed upon with ETS and Kathy will be working on content during the next 5-6 weeks. Kathy will be attending two trainings for the website – one for social media postings and the second for optimizing photos for the web.
7. Marketing in the Longmont Magazine has ceased.
8. Kathy has received inquiries for weddings for 2016, which is further in advance than usual.

V. **Old Business**

- A. *Garden Update:* Arrangements for the garden for 2015 will be as follows: Panorama will do spring cleanup, turf maintenance, mowing, sprinkler checks and repairs, annual installation and fall cleanup. Love in Bloom will fertilize, deadhead and tend to the perennials and annuals. Annuals will be planted May 11th. Kathy will let the board members know when Shanti will be at the house so board members may plan to help when they can. The garden was sprayed for crab grass and weeds. The spring cleanup was completed. The spruce trees were sprayed for IPS beetles.
- B. *ArtWalk:* Artists should arrive at the house May 16th at 12pm to set up (set up time is 12-2pm). Sabrina will be in the auto house, Holly will be in the dining room, Robin will have the parlor table, Maya will be in the garden, Suzanne will be in the music room and bride's room, Ingberdine will be in the office, and AnneMarie will be in the front room. The event hours are 4-8pm. The board members will divide the time to assist/host at the house (1st half will be 3:30-6pm, 2nd half will be 6-8:30pm). Donna, Julie, and Shirley will host during the first half. Kristen and Karen will host during the second half. Diane will host 4-7pm. We now need music for May, as the City changed the month in which they would provide music from May to July.

VI. **New Business:** None.

VII. **Other Business:** None.

VIII. **Adjourn:** The meeting adjourned at 10:57 a.m.

Respectfully submitted,

Julie Kammer, Chairperson

Karen Kruse, Secretary